



Build up relationships of trust with your customers

WL Trusted Interactions



Strengthen relationships by leveraging human expertise



Human as the core driver of customer engagement

Human interactions have always been at the heart of banking relations. Back in the old days, before the internet, relationships were formed on a one-to-one basis — in branches.

Even today, consumers still prefer human contact when it comes to communicating with customer service. Exchanging with a human being brings a feeling of closeness and understanding as well as an emotional dimension. These criteria, sought by customers, are the main driving force behind customer-advisor relationship.



Increasing digitalization of customer relations

Alongside, digital technologies have transformed customer behavior. In their quest for ubiquity and immediacy, bank customers mainly communicate via text. Indeed, it's the most convenient way to reach customer service anywhere, at any time, confidentially.

Aware of this highly competitive environment, customers are willing to be well cared: they want personalized, relevant and fast responses for each of their request.

Advisors are expected to provide them with relevant advices, suited to their life style and financial situation. The customer experience is paramount since it represents the first criteria for brand choice and loyalty.



Exponential growth of daily interactions

However, there is an imbalance between the decreasing number of advisors or bank staff and the increasing amounts of customer requests. Bank advisors struggle with the exponential growth of messaging and their difficulty in replying efficiently.

Quality and rapidity of responses is being deteriorated, contact is getting lost, to the detriment of customers' satisfaction and loyalty.

96%

say customer service plays a role in their choice of and loyalty to a brand

(Microsoft, 2017)

Email

Is the most common used digital customer service channel

(Forrester, 2018)

64%

of the instances when customers switch from one brand to another is driven by a lack of relevance

(Accenture, 2018)

How satisfying is your customer-advisor relationship?

For banks, the time has come to use digital technology for assisting advisors in their daily work and create the most differentiating and trustful customer-advisor relationship.

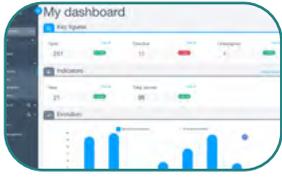
By automating repetitive tasks and facilitating team collaboration, technology will empower banks' advisors in their daily work. They can thus dedicate their expertise on most complex and profitable interactions.

This synergy of human intelligence and artificial intelligence will enable banks' advisors to replicate digitally the level of quality and intimacy experienced in branches and to focus on their real purpose: human relations.

Worldline's solution

WL Trusted Interactions is an innovative client-advisor secure messaging solution that assists bank advisors in their daily work to improve customers satisfaction and loyalty. Our solution has been boosting the efficiency of thousands of advisors for more than 10 years.

Co-created with Banking Institutions



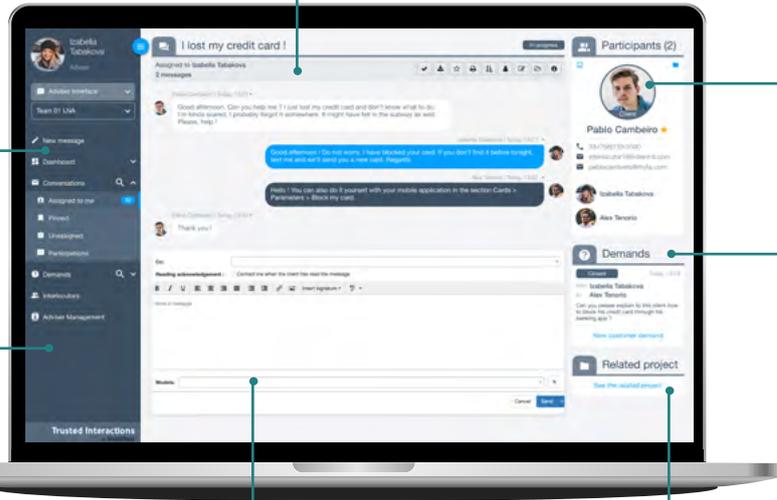
Security by design

Customer data safety: state-of-the-art standards & protocols to ensure data privacy and network security, GDPR compliancy.

Monitoring and Supervision dashboards and reports to control your costs while improving your activity.

Marketing and communication tools

Marketing campaign management, smart alerting.



Integrated customer profile

Direct access to customer profile and interactions.

Team work

Advisors collaboration tools: experts support requests, internal notes, absence management, workload balancing, skill-based routing.

WL Trusted Interactions toolbox to assist advisors in their daily work

Pre-canned answer

Centralized business knowledge: compose the most relevant answers for routine interactions through semantic analysis.

Document management

Online sharing and validation of the documents uploaded for a project.

They trust us



17M
secure mailboxes

From **3-months**
deployment

adaptability
from product to tailor-made



Enhance your customers' engagement

Trust

Provide them with a confidential communication channel for secure messaging and document sharing.

Convenience

Enable them to easily reach their advisor at any time, on any device and through any channel.

Customer experience

Give them more timely, reliable and personalized answers to their requests.



Boost your advisors' productivity

Assistance

Empower them with an effective toolbox increasing quality and efficiency in their daily work and help them to increase the number of customers' touchpoints.

Collaboration

Reinforce their team spirit, benefit from experts' advice.



Control your costs and improve your activity

Activity monitoring

Follow the evolution of your team efficiency and compare it to other teams.

Activity control

Optimize your team's workload and widely communicate with your customer base.

Security and confidentiality

Guarantee a high level of confidentiality and security to your customers.

About Worldline

Worldline [Euronext: WLN] is the European leader in the payments and transactional services industry and #4 player worldwide. With its global reach and its commitment to innovation, Worldline is the technology partner of choice for merchants, banks and third-party acquirers as well as public transport operators, government agencies and industrial companies in all sectors. Powered by over 20,000 employees in more than 50 countries, Worldline provides its clients with sustainable, trusted and secure solutions across the payment value chain, fostering their business growth wherever they are. Services offered by Worldline in the areas of Merchant Services; Terminals, Solutions & Services; Financial Services and Mobility & e-Transactional Services include domestic and cross-border commercial acquiring, both in-store and online, highly-secure payment transaction processing, a broad portfolio of payment terminals as well as e-ticketing and digital services in the industrial environment. In 2020 Worldline generated a proforma revenue of 4.8 billion euros.

worldline.com



For further information
sales-fs@worldline.com



Worldline is a registered trademark of Worldline SA. September 2021
© 2021 Worldline.